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Class Action Lawsuit Filed Against eHarmony Dating Site For Anti-Gay Policy

Los Angeles, CA (May 31, 2007): A class action lawsuit was filed today in Los Angeles Superior Court against the popular on-line dating service, eHarmony, for refusing to offer its dating services to gay, lesbian, and bisexual individuals.

The suit was brought by **Linda Carlson**, who attempted to use the dating services of eHarmony in February, 2007, but was denied access based on her sexual orientation. Ms. Carlson wrote to eHarmony explaining that its anti-gay business policy was discriminatory, but eHarmony refused to change it and continues to deliberately deny its services to individuals based solely on their sexual orientation, the suit alleges.

Ms. Carlson is represented by two civil rights law firms: the **Law Offices of Jeremy Pasternak** (www.pasternaklaw.com) and **Schneider & Wallace** (www.schneiderwallace.com). Both are based in San Francisco, CA.

Ms. Carlson has brought the class action on behalf of all gays, lesbians, and bisexuals in California who have been denied the services of eHarmony based on their sexual orientation. The suit seeks an injunction to force eHarmony to end the policy as well as damages for every individual who was denied eHarmony's services based on their sexual orientation at any time over the past four years.

"Such outright discrimination is hurtful and disappointing for a business open to the public in this day and age," said Ms. Carlson.

The class action complaint also names eHarmony's founder, President and CEO, **Neil Clark Warren**, as well as his wife, **Marylyn Warren**, a Vice President of the Company, as Defendants. Mr. Warren was previously affiliated with "Focus on the Family," having had three of his books published by the conservative Christian Organization. He recently bought back the rights to these books so that the organization's name does not appear on future editions.

In response to questions regarding eHarmony's exclusion of gays and lesbians, Mr.

Warren has claimed that he does not know what the “dynamics” of same-sex relationships are, and that he expects the “principles are different.”

The principles eHarmony purports to use in matching its customers with each other derive from a so called “personality profile” generated based on the customers’ answers to a variety of multiple-choice questions. The theory is that the best matches occur when the couple shares key personality traits, such as curiosity, industriousness, ambition and feelings about children. According to Ms. Carlson and her attorneys, it is discriminatory for eHarmony to presume that gays, lesbians or bisexuals do not have and cannot share these attributes.

The suit alleges other major dating services, including those provided through the Internet, prosper while offering their services to heterosexuals, bisexuals and homosexuals alike, and eHarmony’s deliberate decision to exclude people based on sexual orientation is “pure discrimination.”

Jeremy Pasternak, one of the attorneys representing Ms. Carson, explains that California law strictly prohibits businesses from discriminating based on sexual orientation. “Mr. Warren’s varying reasons for the Company’s policy -- including a blatantly discriminatory assumption that gays’, lesbians’, and bisexuals’ “principles are different” when it comes to finding a mate -- simply underscore that this is discrimination, pure and simple,” says Pasternak.

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